



## MEMORANDUM

**TO:** Mayor and Council

**FROM:** Rebecca Giello, Interim Director  
Economic Development Department

**DATE:** July 9, 2018

**SUBJECT:** Results of 2017-18 Small Business Needs Assessment Study

The purpose of this memo is to present the 2017-18 Small Business Needs Assessment Study. The Economic Development Department's Small Business Program commissions the studies approximately every five years.

The purpose is to gather information directly from small business owners on important business development needs. The findings and recommendations then serve as the Small Business Program's roadmap for developing and delivering small business services for the next five years.

The study was conducted by the Austin Independent Business Alliance in partnership with Distance Learning Media LLC, who were selected through a competitive Request for Proposal (RFP) issued in 2017. The study was completed in December 2017, and presented to the Economic Prosperity Commission in February 2018 for review and comments.

The study may be viewed and downloaded through the following link:  
[http://www.austintexas.gov/sites/default/files/files/EGRSO/SmallBusiness\\_NeedsAssessment2017.pdf](http://www.austintexas.gov/sites/default/files/files/EGRSO/SmallBusiness_NeedsAssessment2017.pdf)

Please feel free to contact Vicky Valdez, Small Business Division Manager, at 512-974-7620 if we can provide any additional information.

xc: Spencer Cronk, City Manager  
Greg Canally, Deputy Chief Financial Officer